

REQUEST FOR PROPOSALS

Shasta Coordinated Transportation Plan

Issued August 13, 2015

Submittals due by 5:00 PM on September 14, 2015

Interested applicants are encouraged to subscribe to SRTA's bid posting webpage at <http://www.srta.ca.gov/bids.aspx> to receive notices when information and possible RFP addenda become available.

**Shasta Regional Transportation Agency
1255 East Street, Suite 202
Redding, CA 96001
(530) 262-6190**



2015 SRTA Board Members and Agency Partners

Board Members

Missy McArthur, chair
Leonard Moty, vice chair
Pam Giacomini
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Kristen Schreder
Greg Watkins

Affiliation

Redding Area Bus Authority
County of Shasta
County of Shasta
County of Shasta
City of Anderson
City of Redding
City of Shasta Lake

Agency Partners

Caltrans, District 2
City of Anderson
City of Redding
City of Shasta Lake
County of Shasta
North State Super Region (NSSR)
Pit River Tribe
Redding Area Bus Authority (RABA)
Redding Rancheria (Yana, Wintu, Pit River)
Shasta Senior Nutrition Programs (SSNP)
Far North Regional GIS Council (FarNorCalGIS)

Introduction

Shasta Regional Transportation Agency (SRTA) is the designated Metropolitan Planning Organization (MPO) for the Shasta County region. Member agencies are the cities of Anderson, Redding, and Shasta Lake, the county of Shasta, and the Redding Area Bus Authority (RABA). Information regarding SRTA, regional plans and programs, and this procurement are available online at www.srta.ca.gov.

SRTA seeks proposals from qualified consultants to prepare an update to the 2007 SRTA *Shasta County Coordinated Human Transportation Plan*¹, pursuant to federal requirements, SRTA's obligation to plan for consolidation of transportation services under California Assembly Bill 120 (AB120)², and regional needs. More specific objectives are included under the RFP Scope of Work.

This project is funded by FTA Section 5303 and state Planning, Programming and Monitoring (PPM) funds.

Background

Federal transit law requires that projects selected for funding under the Enhanced Mobility for Seniors and Individuals with Disabilities (Section 5310) be derived from a locally developed, coordinated public transit-human services transportation plan and that the plan be developed through a process that includes representatives of public, private, and non-profit transportation and human services providers and participation by members of the public. These plans identify the transportation needs of individuals with disabilities, older adults, and people with low incomes; provide strategies for meeting these needs; and prioritize transportation services for funding and implementation.³

In 2007, SRTA prepared the *Shasta County Coordinated Human Transportation Plan*, meeting the federal requirements for the development of a coordinated public transit-human services transportation plan. The 2007 plan included consultation with the primary transportation services providers in Shasta County: RABA and Shasta Senior Nutrition Programs (SSNP). It also included collaboration with the county's human services providers. The Social Services Transportation Advisory Council (SSTAC) helped guide development of the plan.⁴

For purposes of state-required coordination under AB120, SSNP provides Consolidated Transportation Services Agency (CTSA) transit in the region, but has declined coordinating transit activities in the region. SRTA has assumed that coordination role until a new entity is identified. This coordinated plan update will address federal, state, and regional coordination needs. With the plan

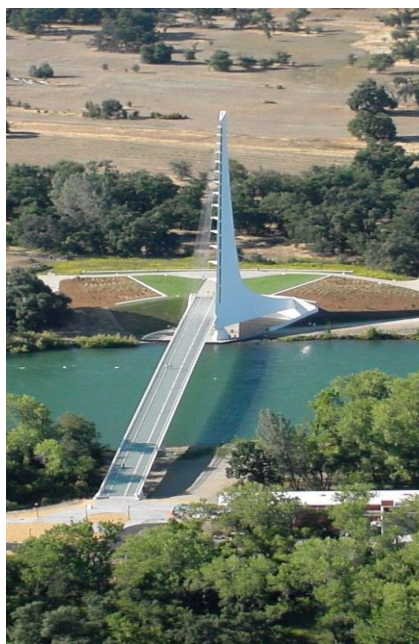
¹ Shasta Regional Transportation Agency, *2007 Shasta County Coordinated Human Transportation Plan*, <http://www.srta.ca.gov/145/Transit-Planning>, May 14, 2015.

² California Association for Coordinated Transportation (CalACT), *CTSA e-Book*, <https://www.calact.org/ctsaebook>, August 11, 2015.

³ US DOT, Federal Transit Administration, http://www.fta.dot.gov/13093_8196.html, May 14, 2015.

⁴ Shasta Regional Transportation Agency, SRTA Website, <http://www.srta.ca.gov/161/Social-Services-Transportation-Advisory->, May 25, 2015.

in hand, SRTA will evaluate the recommendations to consider potential providers to act as CTSA transit services coordinator.



View of the Sundial Bridge over the Sacramento River in the city of Redding

Also, in a different vein, multiple grant programs have been developed under the state Cap-and-Trade Program's Greenhouse Gas Reduction Fund. These programs have opened the door to potential funding for transit-related improvements above and beyond more traditional funding sources typically used in the past.

One of SRTA's coordination efforts is the periodic update of the *Need-A-Ride?* Brochure⁵, an overview of transportation services in the Shasta County region. SRTA staff has updated the brochure data and expects to issue a new brochure in fall 2015.

Geography & Study Area

Shasta County is located at the geographic center and transportation crossroads of California's North State. The nearest large city is Sacramento, 150 miles to the south on the Interstate 5 (I-5) corridor, while the Oregon state line lies 100 miles due north. The county occupies the northern part of the Sacramento Valley and includes southern portions of the Cascade mountain range.

The county has an area of 3,785 square miles. Shasta County has an urbanized area which contains the cities of Anderson, Redding and Shasta Lake. The county is home to approximately 180,000 residents, about 80% of which live in the south-central urbanized area along I-5. Redding is the county seat and the region's primary socio-economic center.

The region is largely rural in character and geographically separated from other California metropolitan regions. Its population is one of the most dispersed in the state, having 49 persons per square mile compared to the statewide average of 239.⁶

Figure 1 on the next page shows the topography and state highway/interstate layout of Shasta County.

Public and Non-Profit Transit in Shasta County

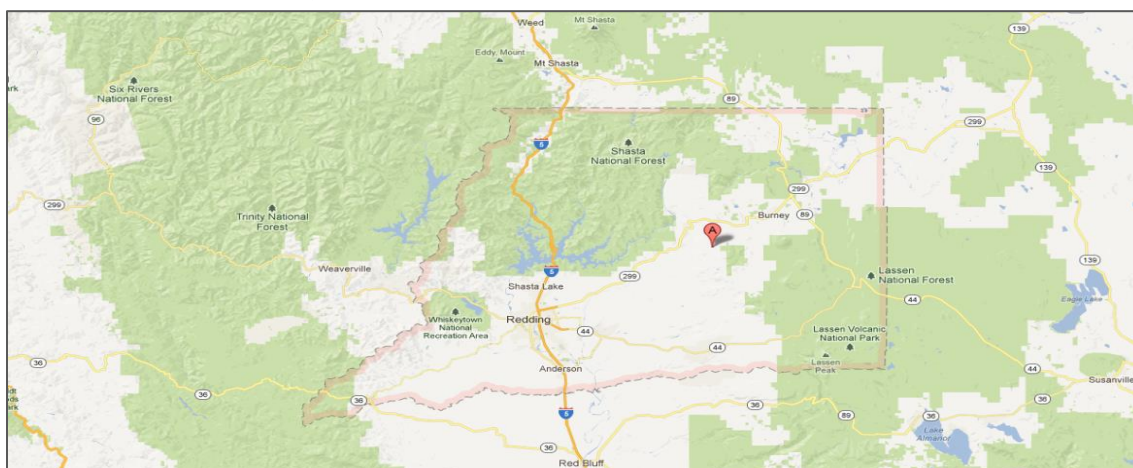
The general public transit provider in Shasta County is RABA. RABA is operated by the city of Redding under contract with Transdev. RABA serves the cities of Anderson, Redding and Shasta Lake, as well as the nearby unincorporated areas of Shasta County, providing both fixed-route and complementary

⁵ Shasta Regional Transportation Agency, "Need a Ride?" Brochure, <http://www.srta.ca.gov/145/Transit-Planning>, May 21, 2015.

⁶ Shasta Regional Transportation Agency, FY 2015-16 Overall Work Program, <http://www.srta.ca.gov/148/Overall-Work-Program>, May 27, 2015.

paratransit service. The county of Shasta also contracts with RABA to provide service between Redding and Burney in eastern Shasta County. In 2014, RABA completed an update to its Short-Range Transit Plan⁷. RABA retained Mobility Planners, in association with Transit Marketing, for assistance in the update.

Figure 1 – General Study Area



SSNP provides a variety of transportation services. In addition to providing transportation to those aged 60 or older, they provide CTSA services in most of the region under contract to SRTA.

Project Scope of Work

SRTA seeks proposals from qualified consultants to prepare an update to the 2007 SRTA *Shasta County Coordinated Human Transportation Plan*, pursuant to federal requirements, SRTA's obligation to plan for coordination/consolidation of transportation services under California's AB 120, and regional needs. The objectives of the plan update are:

- Coordination related to services, dispatching, procurement, facilities, maintenance, training, and administration including:
 - interregional transit service coordination—particularly adjacent county and large urban areas;
 - strategies to avoid duplication and enhance cost savings opportunities;
 - a coordinated pathway for fleet fuel conversion(s), and the ideal implementation timing; and
 - opportunities to coordinate the application of transit technology enhancements⁹.
- For services, dispatching, procurement, facilities, maintenance, training, and administration identified needs, match to greenhouse gas emissions reduction funding/technologies—in addition to traditional FTA and Transportation Development Act funding sources; and

⁷ Redding Area Bus Authority, 2014 *Short-Range Transit Plan*, <http://www.srta.ca.gov/206/RABA-Short-Range-Transit-Plan>, May 19, 2015.

⁹ Shasta Regional Transportation Agency, 2014 *Transit Technology Plan*, <http://www.srta.ca.gov/145/Transit-Planning>, August 13, 2015.

- Identification of future projects and actions for the region, incorporating a low, medium and high priority evaluation ranking.

Task 1: Project Initiation and Management

A kick-off meeting with SRTA and selected consultant will be held at the commencement of the project to establish and agree upon communication protocols, roles and responsibilities, expectations, and to review background information on the region. SRTA staff will explain the expected deliverables, progress reports, and invoicing procedures. In addition, SRTA staff will review coordinated transportation developments to-date, including the 2014 *Coordination of CTSA Services Review*, 2014 *RABA Short-Range Transit Plan*, 2014 *Transit Technology Plan*, the concurrent SRTA intercity “airporter” project, as well as the current CTSA service agreement with SSNP.

Deliverables:

- Kick-off meeting
- Project management plan, including the roles of the project manager and other project team members
- Schedule of project meetings
- Progress reports that summarize task progress and deliverables in accompaniment of monthly invoices

Task 2: Existing Conditions

The consultant will be responsible for reviewing, identifying and collecting information/data needed for analysis and completion of the plan. This includes:

- Reviewing relevant documents (2007 *Shasta County Coordinated Human Transportation Plan*, 2015 *Regional Transportation Plan for Shasta County*, 2014 *RABA Short-Range Transit Plan*, 2014 *Transit Technology Plan*, 2014 *SRTA Coordination of CTSA Services Review*, December 9, 2014 *SRTA-SSNP Agreement* (for the provision of CTSA service), and 2015 *SRTA Unmet Transit Needs Assessment*).
- Developing and distributing an inventory survey—which will include, at a minimum: public, private, and nonprofit transportation services agencies in Shasta County and the surrounding area about rider characteristics and needs, operating statistics, vehicle inventory, client type, trip costs, ways to enhance coordination and collaboration, and other service provision details
- Summarizing the survey results; and
- Working with SRTA staff and using available GIS data to analyze transportation disadvantaged populations and demographic profiles

SRTA staff will provide an updated inventory of service providers to consultant for inventory survey.



SSNP Driver with Client

Deliverable:

- Synopsis for SRTA regarding review of relevant documents
- Draft survey template for approval by SRTA staff prior to beginning surveys

- Survey responses from updated inventory of service providers provided by SRTA staff
- Summary of collected survey and demographic data

Task 3: Evaluation of Former Plan Recommendations

The consultant will work with SRTA staff to evaluate and report on progress on the *2007 Shasta County Coordinated Human Transportation Plan* recommendations.

Deliverable:

- Progress report on former plan recommendations, including projects/recommendations that: are completed; should remain in updated plan as is or with minor modifications; and should be removed from update based on current conditions

Task 4: Public Outreach

The consultant, along with SRTA staff, will conduct interviews (either in-person or by telephone dependent upon provider size) with various stakeholders, including the SSTAC. The interviews will elicit feedback about service issues, shortfalls, and needs, as well as recognize what service providers believe is working particularly well within the Shasta region. The consultant will subsequently conduct a project development workshop to facilitate the opportunity for all interested service providers to meet each other, review the results, and exchange further comments and ideas. SRTA staff will provide a suggested stakeholders list to the consultant.

Deliverables:

- Draft interview questions template for approval by SRTA staff prior to beginning interviews
- Draft presentation for approval by SRTA staff prior to workshop
- Interview responses
- Summary of interviews
- Project development workshop schedule, presentation, and summary of attendee participation and responses

Task 5: Identify Transportation Needs and Strategies and Prepare Implementation Plan

The consultant will:

- Prepare an assessment of transportation needs, including identifying groups currently underserved which could be increased by coordination;
- Develop strategies and program goals and objectives to address services, dispatching, procurement, facilities, maintenance, training, and administration coordination to avoid duplication and enhance cost savings opportunities;
- Develop a projects list based on the program goals and objectives; and
- Develop an implementation plan which will:
 - Address GHG emissions reduction funding (cap and trade) programs, in addition to eligible and traditional funding sources for projects, like the FTA 5300 series grants, and TDA funding;
 - Include prioritized projects/strategies using a low, medium and high classification;
 - Develop estimated budgets and recommended funding sources for highest priority projects; and

- Incorporate generic recommendations to follow for potential future fleet fuel conversion(s), including a roll-out methodology.
- Provide performance measures and monitoring methodology for SRTA staff.

Deliverables:

- Summary of transportation needs
- Strategies, and program goals and objectives for services, dispatching, procurement, facilities, maintenance, training, and administration
- Prioritized projects list
- Implementation plan, including the above factors

Task 6: Updated Coordinated Transportation Plan

The consultant will prepare and deliver an update to the 2007 *Shasta County Coordinated Human Transportation Plan*, pursuant to federal requirements, taking into account, at a minimum, tasks 2 through 5, as well as the update objectives.

Deliverables:

- Administrative draft plan for approval by SRTA staff prior to releasing public draft plan
- Draft plan for review by public and stakeholders, including an SSTAC workshop to present the plan
- Final plan

Task 7: Final Presentation

The consultant will present the final report and recommendations to the SSTAC and SRTA Board of Directors.

Deliverables:

- Draft presentation for approval by SRTA staff two weeks prior to SSTAC and SRTA Board meetings
- Final presentation materials

Task 8: Final Deliverables

The consultant shall provide the following number of hard copy documents and electronic copies of all deliverables in SRTA-compatible formats, for editing and for posting on the agency website.

Deliverables:

- Twenty-five (25) bound copies of the *Shasta Coordinated Transportation Plan*
- Electronic formats of all project deliverables, in SRTA-compatible formats, including data and support files
- One unbound hard copy suitable for reproduction

Options

Qualified consultants are encouraged to also respond to SRTA's separate and concurrent "Request for Proposal to prepare a Shasta Intercity Transportation to Sacramento and Bay Area Feasibility Study

and Action Plan.” This is because there may be economies of scale associated with costs for travel, meetings, and baseline research. If a consultant has the successful bid for both projects, they could be administered and managed under a single agreement.

Timeline

- Project work will commence immediately upon contract execution, expected October 13, 2015, or shortly thereafter.
- A draft plan update shall be complete no later than March 7, 2016 and be presented by the consultant to the SSTAC on March 16, 2016.
- The final plan will be made available to SRTA staff by April 8, 2016; SRTA staff will present it to the SRTA Technical Advisory Committee.
- The consultant will present the final plan to the SRTA Board of Directors on April 26, 2016, for approval.
- Contract termination will be June 30, 2016 to allow for final copy production of the plan.

Proposal Contents

Written proposals shall not exceed 35 pages (including attachments). At a minimum, the following information should be included and clearly labeled:

1. Transmittal letter--signed by an officer who may contractually bind the business, including a description of the firm. The proposal shall be a firm offer for a minimum of 90 days, and contain a statement to that effect. The proposal shall contain a statement that all activities performed within the proposed scope of work, notwithstanding SRTA unforeseen needs, will be at a not-to-exceed price.
2. Statement of understanding of the scope of work, as well as illustrating consultant’s familiarity with Shasta County and transportation services provided in the region.
 - Discussion of a technical approach and management approach
3. List of the personnel on the project team, including a summary of their qualifications and work experience (resumes may be included as an attachment). This includes sub-consultants proposed for use.
4. Representative list of similar projects completed as lead consultant within the last five years including: project description and services provided, budget and schedule performance, and contact information for the client reference.
5. Work plan and schedule to complete the project scope of work, identifying milestones and deliverables.

6. Cost proposal worksheet, including: fee schedule on a time (by personnel) and materials basis; cost by task; and total cost to complete the project. The cost proposal shall be fully inclusive of all services, overhead, and direct expenses.

RFP Questions, Contact Person, and Schedule

Questions

Questions concerning this RFP will be responded to collectively, and made available for all interested applicants via the SRTA website. All email inquiries must be submitted no later than 5:00 PM on August 26, 2015, to the below contact person. **No oral questions will be taken or responded to.** Responses to questions will be posted on the [SRTA website](http://www.srta.ca.gov) no later than August 28, 2015. Interested applicants must view or subscribe to SRTA's bid posting webpage at <http://www.srta.ca.gov/bids.aspx> so that they are notified of any addenda to the RFP, or for responses to questions received.

Contact Person

Kathy Urlie
Senior Transportation Planner
kurlie@srta.ca.gov
530-262-6194

Schedule

The RFP schedule follows.

Tasks	Deadline/Dates
Release RFP	August 13, 2015
Pre-Proposal Conference (in conjunction with Shasta Intercity Transportation to Sacramento and Bay Area Feasibility Study and Action Plan RFP)	11:00 AM, Monday, August 24, 2015
Vendor Questions Due	5:00 PM, August 26, 2015
SRTA Response to Vendor Questions	No later than August 28, 2015
Vendor Proposals Due	5:00 PM, September 14, 2015 (no postmarks accepted)
Evaluation and Ranking of Proposals	September 14-17, 2015
Interviews (if necessary)	September 21-23, 2015 (tentative)
Consultant-SRTA Contract, including Budget and Scope of Work	No later than September 30, 2015
SRTA Board of Directors Approval	October 13, 2015
Contract Start	October 13, 2015

There will be a pre-proposal conference on August 24, 2015 per the above schedule; this conference may be attended by teleconference, if desirable. Please make such arrangements with the above contact person.

Proposal Evaluation

A panel will be formed to evaluate the proposals, and make a recommendation in consultation with the executive director, which will then go to the SRTA Board of Directors for approval. The proposal evaluation will be based on the scoring criteria presented in Figure 2.

Figure 2 – Proposal Scoring Criteria

Criteria	Scoring Weight %
Thoroughness of proposal in addressing the work tasks above under Project Scope of Work, as well as the update's stated overarching objectives	40
Qualifications and similar experience of the consulting firm and project team	20
Local transit knowledge demonstration	15
Innovative ideas to meet RFP objective	15
DBE participation level	5
References	5

In unusual circumstances where a recommendation cannot be made based on the proposals alone, the highest ranked consultants may be invited to an interview.

Contract Amount and Award

The anticipated start date is October 13, 2015, with a June 30, 2016 contract expiration. Consultant selection will be based on a combination funding availability and the value of the services to be provided. The FY 2015/16 SRTA Overall Work Program has \$30,000 budgeted for this effort; however, consultants are advised to prepare proposals which fully address the above scope of work and overarching objectives. The project scope maybe reduced or the budget increased depending on consultant responses. The SRTA Executive Director will schedule the proposed technical services agreement for consideration by the SRTA Board of Directors on October 13, 2015. The agreement is not in force until approved by the SRTA Board of Directors and written authorization to proceed is provided to the selected consultant.

Standard Consulting Agreement

SRTA's standard Technical Services Agreement (TSA) will be used for the agreement between SRTA and the selected consultant. SRTA's TSA template is provided by separate attachment to the RFP distribution.

Protest Procedure

All protests, signed by the protesting party, must be in writing within three (3) business days from the results notification and be addressed to the SRTA Executive Director. Include a description of the expected relief or corrective action in the protest. The protest should stipulate an issue of fact concerning the following points:

- A matter of bias, discrimination, or conflict of interest on the part of an evaluator(s);
- Errors in computing the score; and/or
- Non-compliance with procedures described in this RFP or SRTA's established policies.

SRTA will only consider protests based on the above points. SRTA will reject protests without merit if they address issues such as an evaluator's professional judgment on the objective quality of a proposal. The SRTA Executive Director will review and respond to protests within five (5) business days from receipt. Protests considered unresolved by the protesting party will be forwarded to the SRTA Board of Directors either at the meeting at which the subject contract is under consideration, or at a meeting which takes place prior to that, if timely response from the protesting party is received by SRTA.

Debriefing

SRTA will provide an informal debriefing to interested consultants not selected for this contract.

Proposal Submittal

Please submit consultant proposals to:

Shasta Regional Transportation Agency
Attn: Kathy Urlie
1255 East Street, Suite 202
Redding, CA 96001
kurlie@sрта.ca.gov

Submittals must be received at the SRTA office before **5:00 PM on Monday, September 14, 2015**. No proposals will be accepted after this time. **Postmarks are not acceptable**. Consultants may forward their proposal by email, by mail, or delivery service. Proposal receipt will be acknowledged by email.

The cost of preparing and submitting a proposal, pre-contract meetings, and participating in an interview—if held—are at the sole expense of the proposer. SRTA reserves the right to reject any or all proposals, and to waive any informality, technical defect, or clerical error in any proposal at SRTA's discretion. Solicitation of proposals in no way obligates SRTA to contract with any firm or individual. The decision to approve and award a contract is at the discretion of SRTA.

Public Records Act: All proposals submitted in response to the RFP will become the exclusive property of SRTA. At such time the SRTA Executive Director recommends a proposal to the board of directors and such recommendation appears on the board agenda, all proposals submitted in

response to the RFP shall become a matter of public record and shall be regarded as public records. **If there are any trade or proprietary secrets included by the consultant, the consultant may provide a different copy of the proposal that would be acceptable to release to the public. If an alternate document is not made available to SRTA by the consultant, then the original proposal, as submitted, will be released as requested.** Proprietary information can include secret formulas, processes, and methods used in production. It can also include a company's business and marketing plans, salary structure, customer lists, contracts, and details of its computer systems.

Modification or Withdrawal of Proposal: Any proposal received prior to the deadline may be withdrawn or modified either personally, through e-mail, or by written request of the consultant. To be considered, the modification must be received in writing, with the same number of copies as the original proposal, prior to the proposal deadline. Proposals may be withdrawn following the proposal deadline for good cause; please consult with the RFP contact person to discuss this.

RFP Addendum(a): Any changes to the RFP will be made by written addenda issued by SRTA, and shall be considered part of the RFP. The RFP deadline may be extended dependent upon the nature of the changes issued. Upon issuance, such addenda shall be incorporated into the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation. Any addenda will be posted on-line only. It will be the consultant's responsibility to assure that all addenda are incorporated into the proposal as required according to all the terms and conditions for submittal of the proposal. In no event will SRTA modify the RFP with less than five (5) days remaining to the deadline, without extending the RFP deadline.

Verbal Agreement or Conversation: No prior, current, or post-award verbal conversations or agreement(s) with any officer, agent, or employee of SRTA shall affect or modify any terms or obligations of this RFP, or any contract resulting from this procurement.

Special Funding Considerations: Any contract resulting from this RFP will be financed with funds available to SRTA. The contract for this service is contingent upon the provision of these funds to SRTA. In the event these funds are reduced or eliminated, SRTA reserves the right to terminate or revise any contract.

Alternatives: Consultants may not alter objectives and deliverables of the RFP in the response to the RFP. If the consultant brings to SRTA's attention, at least ten (10) days before the RFP deadline, an alternative end product than the RFP delineates, SRTA reserves the right to cancel the RFP and re-bid the project.

DBE Requirement: SRTA has determined that disadvantaged business enterprises, as defined in 49 CFR Part 26, will have the opportunity to compete fairly for contracts financed, in whole or in part, with federal funds. SRTA has a draft disadvantaged business enterprise (DBE) goal of 5.1% for federal fiscal years 2015/2016/2017. SRTA encourages respondents to include the participation of DBE businesses within your proposal.

Equal Employment Opportunity/Affirmative Action: In awarding a contract to a consultant, SRTA includes language within the contract which requires the consultant to certify their compliance with federal regulations.